Digital Marketing & Strategy Innovation Summit

September 6 & 7 2017 | Shanghai

“Refining Your Marketing Strategy to Enhance Customer Engagement”
Overview

September 6 & 7, 2017
Shanghai Marriott Hotel Parkview, 333 Guang Zhong Road West, Jing’an District Shanghai, 200072 China
#DigiAsia

Digital Marketing & Strategy Innovation Summit

The main themes for this year’s discussion are:

- Mobile & Content Marketing
- Social Media & Influencer
- Personalisation
- Data-driven Marketing

By covering the hottest topics within digital marketing we create a platform for senior level executives to obtain real action points and useful connections to better support their business goals. Presentation led, the summit also features stimulating panel discussions, engaging workshops & breakout activities over the two days.
Confirmed Speakers

Ted Lai, Head of Digital, HSBC
Xiaolu Peng, Director, Product Marketing, Booking.com
Taylor Howard, Lead Content Strategist, Alibaba Group
Annemiek Ballesty, Vice President, Greater China, Fossil
Ruijie Chen, General Manager, Brand Advertising BU, Meituan & Dianping
Lawrence Wang, Director, Social Media & Digital, AIG
Vivian Yeh, Director, Digital Transformation, Mead Johnson Nutrition
Jun Tang, Head of Brand Management, Bayer
Kalindi Mehta, Director, Consumer & Market Insights, Asia, Colgate Palmolive
Josh Nedeljkovic, Head of Marketing & Strategic Projects, Deliveroo
Willis Liao, Director, Digital, Michelin
Wini Wong, VP, Global Marketing, EF Education First
Yu Chen, Leader, Digital & Dialogue, Decathlon
Hanson Wang, Chief Digital Officer, Saint-Gobain
Victor Cui, CEO, One Fighting Championship
Ronald Xie, Associate Director, Marketing, Roche
Ofri Cohen, Managing Director, Greater China, Emarsys
Ed Hartigan, Director, Digital Marketing & Media Services, Moravia
“This is definitely an eye-opening event to see the best of digital marketing practice in various industries.”
Keynote Speakers

Victor Cui
CEO
ONE FIGHTING CHAMPIONSHIP

Innovating Sports Business Through Social Media

The presentation will discuss how ONE Championship has been utilizing the flexibility of social media to promote its unique brand and to tap a wider audience since its inception in 2011. With innovative content and marketing initiatives, ONE Championship has been able to bring world-class MMA action much closer to diehard and loyal fans.

Hanson Wang
Chief Digital Officer
SAINT-GOBAIN

E-Commerce and E-Commercialisation in B2B Organizations

Hanson will share his view in current status and environmental analysis of the B2B market in China; How to transform the traditional business mode to ecommerce mode for the large industrial top 500 enterprises.

Kalindi Mehta
Director, Consumer & Market Insights, Asia
COLGATE PALMOLIVE

Customer First Marketing: The Art of Good Conversation

This presentation will focus on how Colgate is moving to being customer first, showing how a potent combination of data, analytics, technology and content are being used to help move our business toward the goal of being customer driven.
Taylor Howard
Lead Content Strategist
ALIBABA GROUP

The Power of Content Marketing to Create a Unique Customer Value Proposition

Taylor will discuss how strategic content marketing drives commercial outcomes. She will look at Alibaba’s content marketing journey to build engagement and connection through their content hub.

Lawrence Wang
Director, Social Media & Digital
AIG

Where Will Content Marketing Be in the Future?

1. Mobile Content, Dynamic Content, Interactive and visual content, such as infographics, gif, videos or slideshows, will become the dominant form of content display.
2. Relying on Analytics: The data tracking will feed back into content marketing strategies.
3. Involve influencers for co-creation and amplification

Vivian Yeh
Director, Digital Transformation
MEAD JOHNSON NUTRITION

Digital Transformation for Retail Marketing—A Rewarding Digital Experience

Sharing of the numerous digital transformation experiences in retail marketing which impact significantly the business KPI, channel engagement and consumer experience.
Keynote Speakers

Ted Lai
Head of Digital
HSBC

Digital Disruption in Financial Services

The impact of digital in being felt in financial services and we can expect transformational impact on banking over the next 10 years. HSBC’s vision for digital is to open up the world of finance to enable growth and accelerate economic progress. In our view this requires a holistic approach that requires action across three key imperatives: innovation, transformation, execution.

Ronald Xie
Associate Director, Marketing
ROCHE

Digital Marketing Planning in Pharmaceutical Industry

1. The new medical reform brings new challenges to the marketing in pharmaceutical industry 2. The importance of digital marketing strategy in pharmaceutical brand management 3. Digital marketing strategy planning 4. The practice of digital marketing in pharmaceutical pharmaceutical brand management.

Annemiek Ballesty
Vice President, Greater China
FOSSIL

Managing International Fashion Brands Online in China

1. Key platforms we work with – Tmall and JD and how (use of a TP – commission v wholesale model, how chosen, what they provide)
2. Merchandise management for online (assortment, price points, inventory depth, promotional v full price)
3. Case study O2O with KOL, social media support and live show for Fossil brand
4. Challenges facing international fashion brands (parallel & counterfeit, promotional needs, photography and content needs, China specific marketing eg competitions, coupons etc)
**Keynote Speakers**

**Jun Tang**
Head of Brand Management
BAYER

*Passion to innovate, Power to change*, though there are only a few simple words in Bayer’s employer brand slogan, this came from over a dozen countries and from more than 4000 employees, students, and professionals’ advices, to make sure this reflect accurately the working experience in Bayer. With this been said, how exactly we introduced Bayer as a brand in China? Two years ago, Bayer developed the "Super Intern" program, which mainly used social media & offline activities as the carrier, to achieve a full level of participate in the employer brand. Bayer’s Super Interns were handpicked by the VPs and they will be the "special assistant" for the VPs and experience the real Bayer culture and working atmosphere. Corporate branding and HR teams were working very closely, pushing the left hand "content marketing" and right hand "talent development" strategy, which achieved great result.

**Yu Chen**
Leader, Digital & Dialogue
DECATHLON

Yu will share Decathlon's journey in virtual reality, and how this will shape the digital marketing in the future.

**Ofri Cohen**
Managing Director, Greater China
EMARSYS

Machine Learning + AI Scaling True Personalisation

How AI enables modern marketing to scale. Learn about the limits of what humans can do, how big data needs machines to efficiently process it, and the evolution of the role of the marketer. Featuring use case scenario where AI was applied to marketing. Understand the impact of this on the marketer, and the growth the organisation experienced.
### Keynote Speakers

#### Xiaolu Peng
**Director, Product Marketing**
**BOOKING.COM**

**Developing a Data Driven and Customer Centric Marketing Strategy**

During the years of product development I learn how data can help me to understand user behavior. After switching to Marketing function of Booking.com I start to understand how the same thing will apply, especially empathy for customer can achieve more. For every marketer, please put yourself to customers' shoe to do more and achieve more.

#### Ruijie Chen
**General Manager, Brand Advertising BU**
**MEITUAN & DIANPING**

**How Can O2O Bring New Value to Brand?**

Ruijie will share how O2O brings new value to brands.

#### Ed Hartigan
**Director, Digital Marketing & Media Services**
**MORAVIA**

**Why Marketing and Localization Need to Join Forces**

As more companies understand the need to operate in the digital economy, it is eroding the concept of foreign markets – all content is now international content. Successful global marketing needs localization and yet most marketers don’t know the industry even exists. This session will look at how the two industries are converging and how a mix of technology and people is needed to solve an increasingly complex market place.
Josh Nedeljkovic  
**Head of Marketing & Strategic Projects**  
DELIVEROO  

Marketing at A Start-up and Building the Ultimate Customer Experience

The shift to mobile means that people are constantly connected. With so much power in their pockets, users’ expectations have never been higher. Win will share how marketers can WIN by meeting their customers in these moments.

Willis Liao  
**Director, Digital**  
MICHELIN  

Digital Transformation for a Traditional Business

In the recent trend of digitization the landscape of consumer demand and competition has been completely reshaped. In the era of new technology-enabled business how can a traditional manufacturing enterprise with more than 100 years shift the edge to meet the challenges, with deployment of digitization through the front-end to
# Schedule at a Glance

## Schedule

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 Registration &amp; Light Breakfast</td>
<td>08:00 Registration &amp; Light Breakfast</td>
<td><strong>CHECK IN</strong></td>
</tr>
<tr>
<td>09:00 Chairperson Overview</td>
<td>09:00 Chairperson Overview</td>
<td>An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day</td>
</tr>
<tr>
<td>09:10 Keynote</td>
<td>09:10 Keynote</td>
<td><strong>KEYNOTE</strong></td>
</tr>
<tr>
<td>10:40 Coffee Break - Exhibition Area</td>
<td>10:40 Coffee Break - Exhibition Area</td>
<td>Listen to actionable case studies largely brought to you by Fortune 500 companies</td>
</tr>
<tr>
<td>11:10 Session</td>
<td>11:10 Session</td>
<td><strong>SESSION</strong></td>
</tr>
<tr>
<td>12:30 Lunch - Exhibition Area</td>
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<td>Listen to actionable case studies largely brought to you by Fortune 500 companies</td>
</tr>
<tr>
<td>14:00 Session</td>
<td>14:00 Session</td>
<td><strong>COFFEE BREAK &amp; LUNCH</strong></td>
</tr>
<tr>
<td>15:00 Coffee Break - Exhibition Area</td>
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<td>A chance to sit down, network and connect with decision makers within the industry</td>
</tr>
<tr>
<td>15:30 Session</td>
<td>15:30 Session</td>
<td><strong>NETWORKING DRINKS</strong></td>
</tr>
<tr>
<td>17:00 Networking Drinks - Exhibition Area</td>
<td>17:00 End of Summit</td>
<td>A more relaxed environment in which to engage with all attendees and gain valuable connections</td>
</tr>
</tbody>
</table>

## Key

- **CHECK IN**
  - An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day

- **KEYNOTE**
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- **SESSION**
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- **COFFEE BREAK & LUNCH**
  - A chance to sit down, network and connect with decision makers within the industry

- **NETWORKING DRINKS**
  - A more relaxed environment in which to engage with all attendees and gain valuable connections
"Learnt lots of takeaways that can be implemented in my next project"
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Who Attends

"The quality of the speakers was extraordinarily high. They had solved difficult problems and told their stories well. Usually I’m exhausted at the end of a presentation. This time I’m energised!"

L’Oreal

"This is definitely an eye-opening event to see the best of digital marketing practice in various industries"

Alibaba

98% of attendees would return

76% of attendees are director level and above

88% rated the event excellent

82% would recommend to a colleague

25+ speakers

100+ participants

20+ hours

10+ hours

sharing their insights

expected in attendance

of premium content

of solid networking
# Tickets

<table>
<thead>
<tr>
<th></th>
<th>Most Popular</th>
<th>Limited Release</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Silver Pass</strong></td>
<td>US$995</td>
<td></td>
</tr>
<tr>
<td><strong>Gold Pass</strong></td>
<td>US$1295</td>
<td></td>
</tr>
<tr>
<td><strong>Access All Areas Pass</strong></td>
<td>US$1495</td>
<td></td>
</tr>
<tr>
<td>Access to all Sessions</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Access to all Networking Events</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Access to Exhibition Floor</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Access to all co-located summits</td>
<td>–</td>
<td>✔</td>
</tr>
<tr>
<td>Presentation Slide Decks*</td>
<td>–</td>
<td>✔</td>
</tr>
<tr>
<td>Presentation Video Recordings*</td>
<td>–</td>
<td>✔</td>
</tr>
<tr>
<td>Invitation to the Digital Channel Network</td>
<td>–</td>
<td>✔</td>
</tr>
<tr>
<td>Annual Digital On Demand Subscription</td>
<td>–</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Buy a group of at least 3 passes to receive up to 25% off**

Interested in attending? Register online or contact **Ryan Yuan**

✉️ ryuan@theiegroup.com
📞 +852 5808 1636

**Book your hotel room:** Click here to book online for discounted room rates
Register for the Event

Delegate Information

Full Name ________________________________
Job Title ________________________________
Company ________________________________
Department ______________________________
Industry _________________________________
Address _________________________________
Country _________________________________
Zip/Post Code ____________________________
State/Province __________________________
Business Phone No. _______________________

Payment Options

☐ Check  ☐ Visa  ☐ Master Card  ☐ American Express

Card Number ____________________________________________
Expiry Date ____________________ Security No. ________

Card Holder’s Name ______________________________________
Card Holder’s Address ____________________________________

Passes

<table>
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<tr>
<th></th>
<th>Silver Pass</th>
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</tbody>
</table>

Quantity

Places are transferable without any charge within 12 months of the original purchase

Card Holder’s Signature ____________________________ Total $__________

Prices are exclusive of VAT. Team discounts are applicable at the point of registration only. Any cancellations within a group registration will incur an increase in registration fee for the remaining group participants. Cancellations before August 7, 2017 incur an administrative charge of 50%. If you cancel your registration after August 7, 2017 you will be charged the full fee. You must notify The Innovation Enterprise in writing of a cancellation, or you will be charged the full fee. The Innovation Enterprise reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.
### 2017 Asia Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Location</th>
<th>Expected Attendees</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Singapore</td>
<td>250+</td>
<td>March 1 &amp; 2</td>
</tr>
<tr>
<td>April</td>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Hong Kong</td>
<td>150+</td>
<td>April 26 &amp; 27</td>
</tr>
<tr>
<td></td>
<td>Digital Marketing &amp; Strategy Innovation Summit</td>
<td>Hong Kong</td>
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<td>April 26 &amp; 27</td>
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<td>CFO Rising Summit Hong Kong</td>
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<td>100+</td>
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</tr>
<tr>
<td>July</td>
<td>Chief Data Officer Summit</td>
<td>Singapore</td>
<td>120+</td>
<td>July 4 &amp; 5</td>
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<tr>
<td></td>
<td>CFO Rising Summit Singapore</td>
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<tr>
<td>September</td>
<td>Chief Innovation Officer Summit</td>
<td>Shanghai</td>
<td>100+</td>
<td>September 6 &amp; 7</td>
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</tr>
<tr>
<td>November</td>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Beijing</td>
<td>150+</td>
<td>November 22 &amp; 23</td>
</tr>
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<td>November 22 &amp; 23</td>
</tr>
</tbody>
</table>

**Sponsorship Opportunities**

Lin Duan  
lduan@theiegroup.com  
+852 5808 1640  

**Delegate Invitations**

Ryan Yuan  
ryuan@theiegroup.com  
+852 5808 1636
Through our key channels - Big Data, Analytics, Strategy, Innovation, Digital, Sports, Finance, & Supply Chain - we connect industry leaders across the business spectrum, from leading Fortune 500 companies to disruptive and exciting new startups, facilitating the sharing of ideas through webinars, articles, white papers, and on-demand video content.

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